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*Steele's*<sup>®</sup>

**MASTODON<sup>®</sup> PANSIES**

*Sold and Grown the World Over... Since 1893*



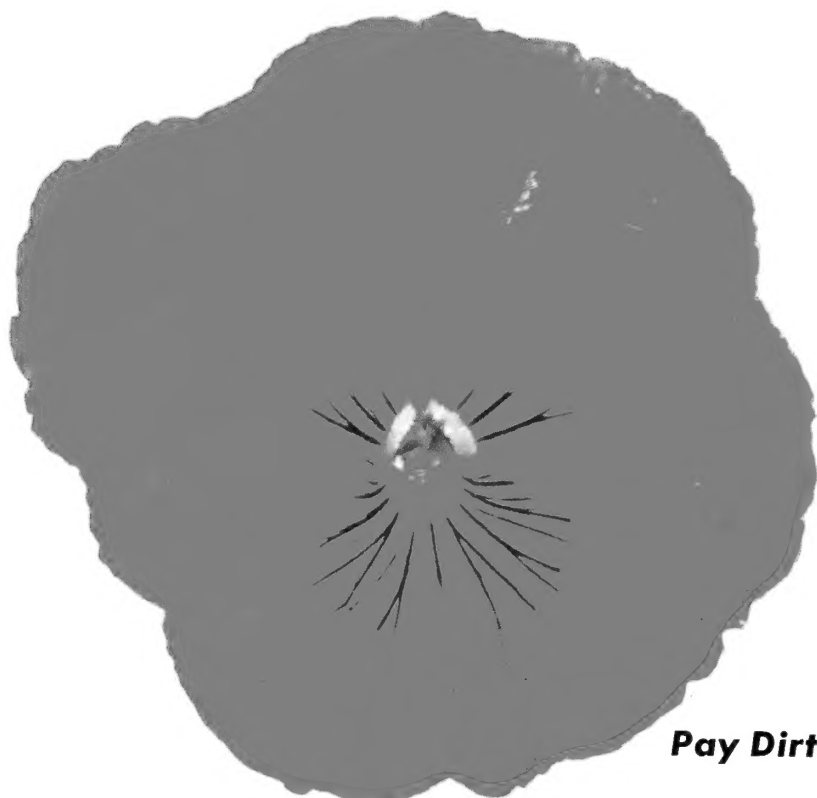
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25<sup>TH</sup>  
Anniversary

of Steele's  
**MASTODON**  
Jumbo Mixed

**1955 GROWERS' PRICE LIST**

# 63 Years of Quality Seed . . . Sold and Grown the World Over Since 1893



**Pay Dirt**

## Directions for GERMINATING SEED

If you are a new grower, send for our booklet, "Commercial Pansy Culture." Price 25c.

1. Have your soil weed free and pulverized to a depth of eight or more inches. If available, use some one of the many soil sterilizing methods now known. On the level surface spread evenly a layer of compost or pulverized well-rotted manure to a depth of at least one inch. Soak the bed thoroughly. Allow to dry enough to rake and then roll or tamp to a level surface. Overlay compost with enough sand to produce a smooth top and roll again.

2. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. We use 250 square feet to sow an ounce of seed broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch. Then cover with light burlap or thin sheeting and anchor. Use spray of water to moisten surface after burlap cover is on. Make several applications to penetrate the peat so as not to float the seed from its original level. Do not use heavily chlorinated water if avoidable.

3. Allowing plenty of ventilation, keep your beds moist until germination. Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds germinate is fatal. As soon as plantlets begin to appear, remove burlap and sift a thin layer of peat moss on the top of the beds. To avoid damping off, water your seedlings cautiously. Germination time is from 8 to 21 days, depending on weather conditions. If you have trouble from damping off, water seedlings with Semesan solution or wettable Captan. Captan may be used as a pre-emergent damp off control.

4. If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seeds.

Twenty-five years ago, in 1930, we announced the introduction of a new strain of pansies, and we quote from our catalog of that year: "STEELE'S MASTODON JUMBO MIXED—1930 Novelty. These gigantic flowers, picked at random in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, April, 1929, measuring up to 4½ inches in diameter! In all our 37 years as pansy specialists we have never seen a strain of pansies near their equal in average size; also a fine wide range of bright colors."

In 1941 we used on the cover of our catalog a four-color reproduction of a beautiful colored photograph of three Jumbo pansies selected from our field. These pansies are typical of the Jumbo today and hundreds of new colors have been added since that time.

To celebrate the twenty-fifth anniversary of this remarkable Steele introduction we give you this fine picture. Our old friends will enjoy seeing it again and our new friends will be thrilled to see it for the first time. Don't forget, Jumbo pansies were introduced by Steele's and are only genuine when grown by Steele's, for your customers' delight and for your better profit.

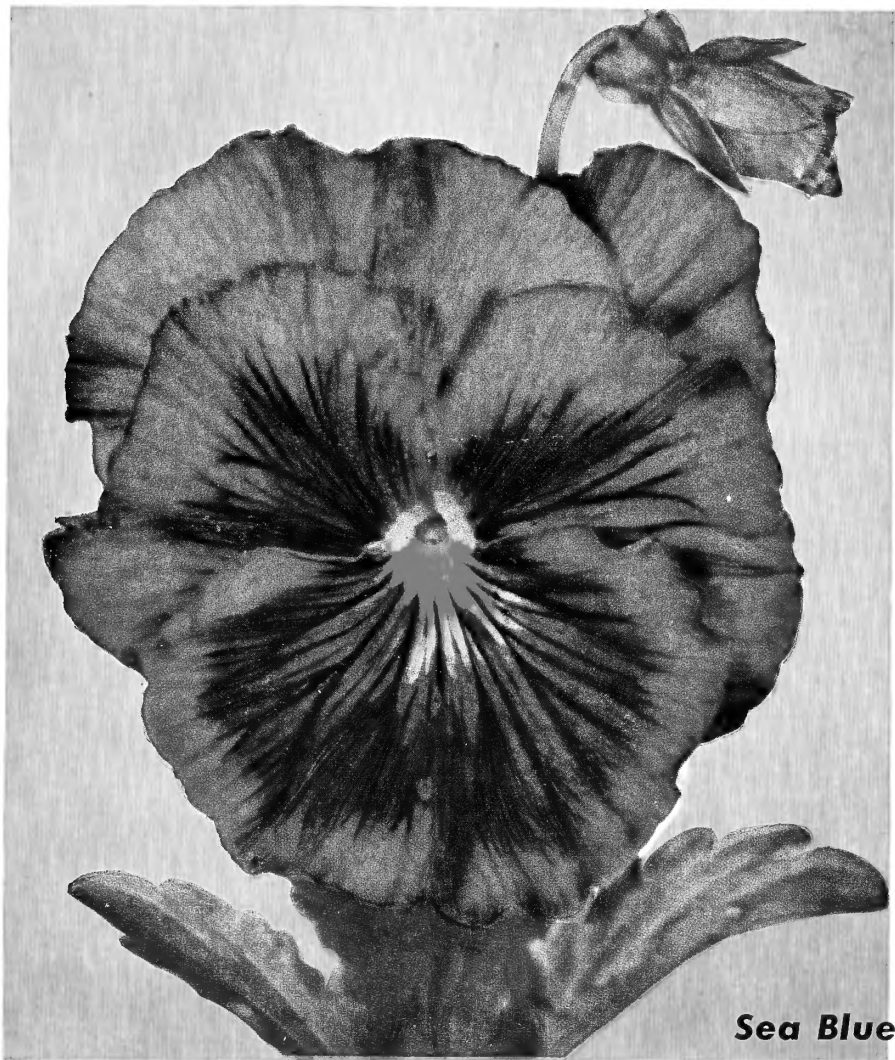
### FOR FASTER DELIVERY OF MASTODON SEED

Check your order carefully and send remittance in full by money order, or check, if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as stricter postal regulations require zones for delivery of mail. No extra charge for airmail. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seeds unless kept under mild refrigeration. We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed.

## SEED PRICES

	Jumbo Mixed	Butterfly Hybrids	"400" Super Swiss Mixed
400's .....	\$ .....	\$ .....	\$ .....
600's .....	1.00		
800's .....		1.00	1.00
1/16 oz. ....	1.80	1.50	1.40
1/8 oz. ....	3.00	2.40	2.25
1/4 oz. ....	5.10	4.10	3.80
1/2 oz. ....	9.20	7.40	6.85
1 oz. ....	16.50	14.00	13.00
2 oz. ....	31.25	26.60	24.70
3 oz. ....	45.00	37.80	35.00
4 oz. ....	55.00	47.60	44.20
8 oz. ....	92.50	82.00	78.00
16 oz. ....	185.00	164.00	156.00

**These prices**



Sea Blue

## OUR SUPERB MIXTURES

**Jumbo Mixed**—Our Origination—Winter flowering in mild climates. Many new colors. Variations of copper, brass, and red tones, as well as orchids, apricots, yellows, blues, purples, and wines. We think you will like it better than ever. **FULLY TWO WEEKS EARLY.**

**Butterfly Hybrids**—Our Origination—Predominantly pastel with shades of pink, terracotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting.

**Super Swiss "400" Mixed**—One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains.

## SEPARATE COLORS

If your customers want white pansies, add Moon Moth to your Jumbo mixed. If their taste runs to darker shades, add Bronze Tones, Beaconsfield, or Madame Steele. Adonis will combine excellently if more light blue is needed, and Pay Dirt if additional yellow is required.

**Pay Dirt**—Our Origination (see upper left)—The largest pansy in the world for average size—golden yellow. Blooms have dark rays.

**Moon Moth**—An immense white with characteristics of Pay Dirt, its parent strain. The dark blue penciled markings radiating from the center intensify the effect of its purity of color. An occasional yellow lip adds beauty to individual blooms. The best and largest white pansy.

**Jumbo Bronze Tones**—A blend of many grand colors ranging from old gold, coffee and sunset tones to deep bronzes. Many smoky blue-bordered types, rosy-toned bronze beauties and all excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

**Madame Steele**—We are proud to offer this huge purple strain. Careful selection has improved size and stabilized the color. No faded, mixed, or magenta tones. A perfect self.

**Jumbo Beaconsfield**—Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

**Gorgeous**—A deep red pansy—good size.

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

**Sea Blue** — A uniformly blue pansy with dark blotch. Finest of the deep blues. Makes an effective combination with Pay Dirt or Moon Moth (see cut).

**Adonis**—Light blue to lavender colors. Largely a Jumbo type, the earliest flowering in our fields. Has bloomed all winter here in the Northwest. Much improved, larger and more intense in color. We strongly recommend this variety.

**Golden Gate**—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit. Very large blooms. Much improved.

## ORDER TODAY

Jumbo Pay Dirt	Jumbo Moon Moth (White)	Jumbo Bronze	Jumbo Madame Steele	Jumbo Beaconsfield	Gorgeous	Mlle. Irene	Sea Blue	Adonis	Golden Gate
\$ 1.00	\$ 1.00	\$ 1.00	\$ -----	\$ -----	\$ -----	\$ -----	\$ -----	\$ -----	\$ -----
1.75	1.65	1.65	1.00	1.00	1.00	1.00	1.00	1.00	1.00
3.35	2.75	2.75	1.75	1.75	1.55	1.55	1.45	1.45	1.45
5.35	4.40	4.40	2.80	2.80	2.50	2.50	2.30	2.30	2.30
9.10	7.50	7.50	4.75	4.75	4.25	4.25	3.90	3.90	3.90
16.40	13.50	13.50	8.55	8.55	7.65	7.65	7.00	7.00	7.00
29.50	25.50	25.50	16.25	16.25	14.50	14.50	13.30	13.30	13.30
53.10	48.45	48.45	30.85	30.85	27.55	27.55	25.30	25.30	25.30
75.25	68.85	68.85	43.85	43.85	39.15	39.15	36.00	36.00	36.00
100.00	86.70	86.70	56.10	56.10	49.30	49.30	45.20	45.20	45.20
177.00	-----	-----	97.50	97.50	87.00	87.00	79.80	79.80	79.80
354.00	-----	-----	195.00	195.00	174.00	174.00	156.60	156.60	156.60

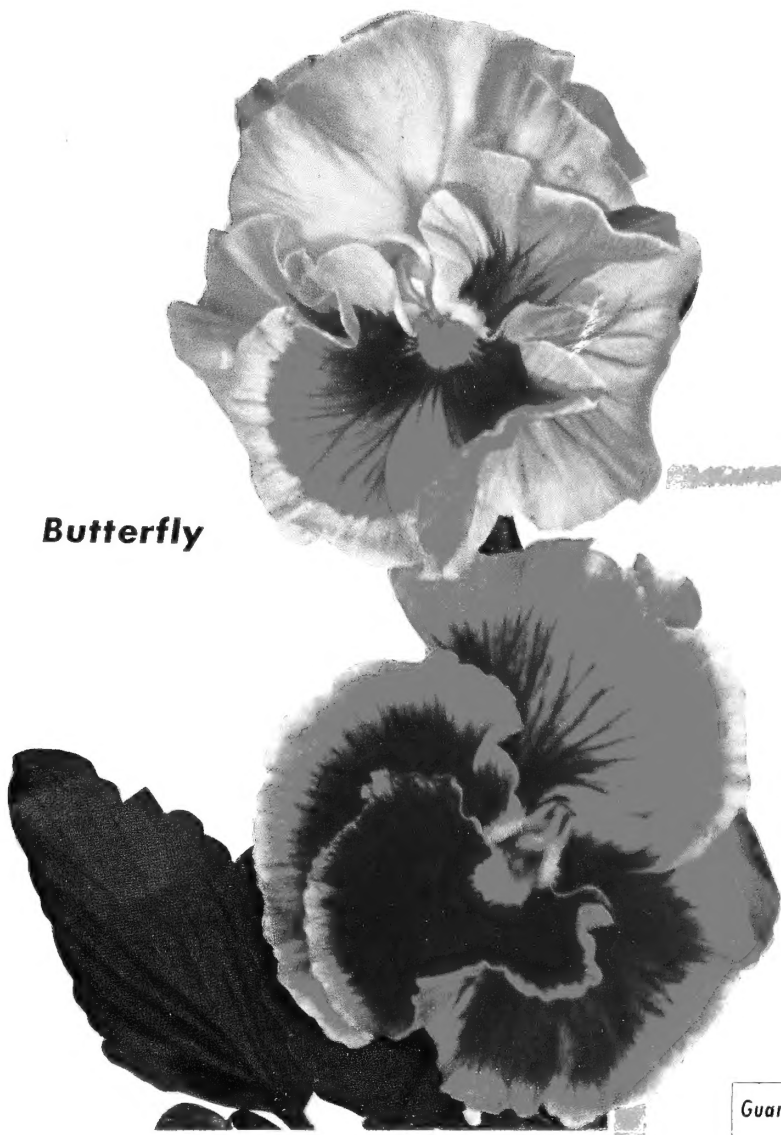
Prices will replace all other price lists which you may have.



# Sell More Pansies This Way...

The following merchandising aids will help you make **more sales** and **more profit** on Steele's Mastodon Pansy plants . . . the most beautiful pansies in all the world!

## Butterfly

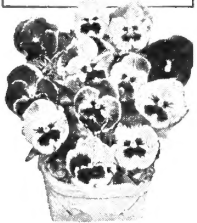


## Postal Cards

Again we are offering you beautiful 4-color postal cards and at a lower cost. These striking cards will bring you more orders for pansy plants. \$2.50 per hundred.

It's Pansy Planting Time

**Steele's**  
Mastodon® Pansies



ASK FOR **Steele's**  
Mastodon Pansy Plants Today!  
★ Easy to grow ★ Huge blooms  
★ Brilliant colors

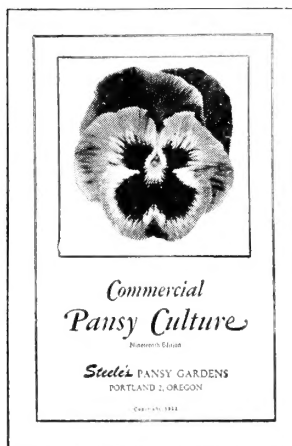
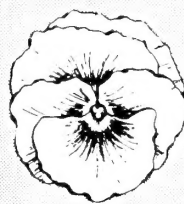
(Space for Your Name Here.)

## Newspaper Mats

Here's what you've been looking for . . . an easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$5.00 or more or 10 cents each with orders under \$5.00.

Guaranteed **Steele's**  
Mastodon  
**PANSY PLANTS**

(Space for Your Name Here.)



## Pamphlet on Growing

This makes it easier for you to answer customer's questions on culture — and insures the best results from Steele's Mastodon plants after they leave your hands. \$1.25 per hundred.

## TV Slides and Radio Copy

Write for details on 20 second and one minute tie-ins for radio and television. Color and Black and White slides available.

## Flat Stickers in Color

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$5.00 order. Ask for them!

## Commercial Pansy Culture

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects. PRICE 25 CENTS.

## Slides and Posters

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. No handling charge for the loan of these outstanding slides.

Free on request with each order of \$2.50 or more is our beautiful FOUR-COLOR PANSY POSTER PAINTING by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 33rd year for the STEELE PANSY POSTER—a tradition among pansy lovers all over the world.

SEND FOR YOUR  
SALES AIDS  
**TODAY!**

**Steele's**  
**PANSY**  
**GARDENS, Inc.**

2715 S. E. 39th Ave., Portland 2, Oregon, U.S.A.

\*Registered in U. S. Patent Office

FROM

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# STEELE'S PANSY GARDENS

2715 S. E. 39TH AVENUE

PORTLAND 2, OREGON, U.S.A.

*DID YOU GIVE YOUR NAME, ADDRESS AND ZONE NUMBER?*

# Steele's

## PANSY GARDENS

Please check here for Air Mail ☐

Date \_\_\_\_\_

2715 S. E. 39th Avenue, Portland 2, Ore., U.S.A.

Send the following ORDER by \_\_\_\_\_ Amt. Enc. \_\_\_\_\_

Name \_\_\_\_\_ Street \_\_\_\_\_

(Firm name, if any)

R. F. D. \_\_\_\_\_ Box \_\_\_\_\_ P. O. \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(Please Print Plainly)

Amount	STEELE'S MASTODON PANSY SEED	Price	
	<b>MASTODON MIXTURES</b>		
oz.	Butterfly Hybrids		
oz.	Jumbo Mixed		
oz.	"400" Super Swiss Mixed		
	<b>MASTODON JUMBO SEPARATE COLORS</b>		
oz.	Pay Dirt		
oz.	Jumbo Bronze		
oz.	Jumbo Madame Steele		
oz.	Jumbo Moon Moth (White)		
oz.	Jumbo Beaconsfield		
	<b>MASTODON SWISS SEPARATE COLORS</b>		
oz.	Sea Blue		
oz.	"Gorgeous"		
	<b>MASTODON SEPARATE COLORS</b>		
oz.	Mlle. Irene		
oz.	Adonis		
oz.	Golden Gate		
	<b>SALES AIDS</b>		
	Colored Post Cards — 3c ea.		
	Flat Stickers (25 Free with each \$5.00 Order)		
	Leaflets (Planting Hints for Customers) \$1.25 per 100		
	1 col. x 5-in. Newspaper Mats		
	<b>TOTAL</b>		

Remarks:

How to get a four-color Pansy Poster Free. See Catalog.

Do you sell plants wholesale ☐? Retail ☐?

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